

ORDER



WAVY

Orders	Order / Rev:	204758
	Alt Order #:	06849124
	Product Desc:	10/9-10/15 SENATE MAJORITY PAC
	Estimate:	
	Flight Dates:	10/09/12 - 10/15/12
	Original Date / Rev:	09/10/12 / 09/10/12
	Order Type:	REG

Primary AE:	Petry Philadelphia
Sales Office:	P-PHI
Sales Region:	Nat

Agency	Name:	Waterfront Strategies
	Buying Contact:	
	Billing Contact:	
		1010 Wisconsin Avenue
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	POL/Majority PAC
	Demographic:	A35+
	Product Codes:	PL2
	Priority:	P1
	Revenue Codes:	AGY, POL, POL-ISS

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	IN14921

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	32	\$27,000.00	\$22,950.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	32	\$27,000.00	\$22,950.00	0.00
Totals	32	\$27,000.00	\$22,950.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WAVY	37%	\$27,000.00
Market	100%	\$72,972.97

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	6%	\$4,378.38
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	7%	\$5,108.11
WTVZ	4%	\$2,918.92
WVBT	14%	\$10,216.22
WVEC	32%	\$23,351.35

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	10/09/12	10/12/12	WAVY News @ Sunrise WAVY News @ Sunrise	CM	5a-6a	- TWTF - -	:30	2	\$700.00	P1	0.00	NM	2	\$1,400.00
EARLY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	- TWTF - -		2		\$700.00		0.00					
E 2	WAVY	10/15/12	10/15/12	WAVY News @ Sunrise WAVY News @ Sunrise	CM	5a-6a	M- - - - -	:30	1	\$700.00	P1	0.00	NM	1	\$700.00

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 Flight Dates: 10/09/12 - 10/15/12

Advertiser: POL/Majority PAC
 Product Desc: 10/9-10/15 SENATE MAJORITY PAC
 Estimate: WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WAVY	10/09/12	10/12/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	- TWTF - -	:30	4	\$300.00	P1	0.00	NM	4	\$1,200.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	4		\$300.00		0.00						
E 15	WAVY	10/15/12	10/15/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	M- - - - -	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M- - - - -	1		\$300.00		0.00						
E 16	WAVY	10/09/12	10/12/12	WAVY News 10 @ 530p News 10 @ 530p	CM	530p-6p	- TWTF - -	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
530P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	1		\$1,500.00		0.00						
E 17	WAVY	10/09/12	10/12/12	WAVY News 10 @ 6p News 10 @ 6p	CM	6p-630p	- TWTF - -	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
6P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	1		\$2,000.00		0.00						
E 18	WAVY	10/15/12	10/15/12	WAVY News 10 @ 6p News 10 @ 6p	CM	6p-630p	M- - - - -	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
6P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M- - - - -	1		\$2,000.00		0.00						
E 19	WAVY	10/14/12	10/14/12	WAVY News 10 Sun 6p WAVY News 10 Sun 6p	CM	6p-7p	- - - - - S	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
SUNDAY 6P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- - - - - S	1		\$500.00		0.00						
E 20	WAVY	10/15/12	10/15/12	M-F 7-730p M-F 7-730p	CM	7-730p	M- - - - -	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M- - - - -	1		\$1,500.00		0.00						
E 21	WAVY	10/09/12	10/12/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a	- TWTF - -	:30	4	\$500.00	P1	0.00	NM	4	\$2,000.00
THE TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	4		\$500.00		0.00						
E 22	WAVY	10/15/12	10/15/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a	M- - - - -	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
THE TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M- - - - -	1		\$500.00		0.00						
E 23	WAVY	10/09/12	10/12/12	Late Night/Jimmy Fallon Late Night w/Jimmy Fallon	CM	1237a-136a	- TWTF - -	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	1		\$150.00		0.00						
E 24	WAVY	10/15/12	10/15/12	Late Night/Jimmy Fallon Late Night w/Jimmy Fallon	CM	1237a-136a	M- - - - -	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M- - - - -	1		\$150.00		0.00						
													Totals	32	\$27,000.00